

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF  
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

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- (1) **Date of request:** 10/26/12
- (2) **Name of candidate:** Holly Hughes
- (3) **Office for which candidate is running:** US House- District 91
- (4) **Political party:** Republican
- (5) **Name of person using time if other than candidate:** n/a
- (6) **Request made by candidate:** Yes: x No: (Check one)
- (7) **Request made on behalf of candidate by:** Kristin Keller ( Marketing Resource Group)
- (8) **Request made:** In writing: x In person: By phone:  
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: x Not granted:  
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: x No:  
(Check one. If "yes", state amount in space below):

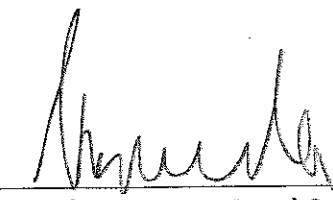
GROSS: \$3650.00 NET: \$3102.50

WXMI

STATION

10/26/12

DATE



Stephanie Scott, Local Sales Manager  
SIGNATURE OF PERSON RECEIVING  
REQUEST ON BEHALF OF STATION

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WXMI-TV

**Date:**

10/23/12

I, Kristin Keller,being/on behalf of: HOLLY HUGHES, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: HD91in the GENERALelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	VARIOUS	VARIOUS	CANDIDATE	VARIOUS	1

**Total Charges:**

\$3650.00 Gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Holly Hughes 8801 Lehman, Montague MI 49437 231-760-6644

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Heather Hughes

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

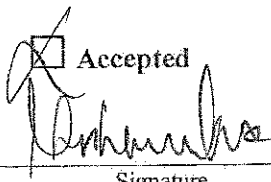
10/23/12

Date



Signature

***To Be Signed By Station Representative***

☒ Accepted  


Signature

☐ Accepted in Part

☐ Rejected

Stephen M. Latta

Printed Name

Local Sales Manager

Title

WXMI-TV

# ORDER



Flight Dates 10/27/12-10/29/12

Contract / Revision 402366 /

Original Date / Revision  
10/26/12 10/26/12

Advertiser Friends of Holly Huges/R/St:

Product

Agency Com 15%

Billing Contact

225 S Washington Square  
Lansing, MI 48933

Agency Marketing Resource Group

Buying Contact

225 S Washington Square  
Lansing, MI 48933

Sales Office L-GR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 12-FHH-901

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL4

Priority 02

Advertiser Ref

Primary Account Executive  
Local Political WXMI

Account Executive	Order%	Start Date	End Date
Local Political WXMI	100%		

Order Share 100% Market Value 3650

Competing Station	% of Order	Amount
2WOOD	%	0
3WZZM	%	0
4WWMT	%	0
5WOTV	%	0
6WXSP	%	0
7WZPX	%	0
8CABL	%	0
9UNKW	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	1	\$340.00	\$400.00	0.00	10/01/12	10/28/12	1	\$340.00	\$400.00
November 2012	6	\$2,762.50	\$3,250.00	0.00	10/29/12	10/29/12	6	\$2,762.50	\$3,250.00
<b>Totals</b>	<b>7</b>	<b>\$3,102.50</b>	<b>\$3,650.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	17	10/29/12	10/29/12	M-F 5a-9a News M-F 6-7a News	CM	6-7a (6:00 AM-7:00 AM)	M-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$200.00		0.00			
N 2	17	10/29/12	10/29/12	M-F 5a-9a News M-F 7-8a News	CM	7-8a (7:00 AM-8:00 AM)	M-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$200.00		0.00			
N 3	17	10/29/12	10/29/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$150.00		0.00			
N 4	17	10/29/12	10/29/12	M-F Fox 17 News at 6p M-F Fox 17 News at 6p	CM	6p-7p	M-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00

Contract / Revision **402366** Flight Dates **10/27/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **Friends of Holly Huges/R/S Product**Estimate # **12-FHH-901**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	17	10/29/12	10/29/12	M-F Fox 17 News at 6p M-F Fox 17 News at 6p	CM	6p-7p	M-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
N 5	17	10/29/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$900.00	02	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$900.00		0.00			
N 6	17	10/29/12	10/29/12	Late News (not 10p start) Late News (not 10p start)	CM	11p-1230a (11:00 PM-12:30 XM)	M-----	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
N 7	17	10/28/12	10/28/12	Fox News Sunday Fox News Sunday	CM	9a-10a	-----S	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00			
Totals														7	\$3,650.00



## Information

ail.com

ily Hughes

Age Group	Percentage of Respondents
18-24	85%
25-34	80%
35-44	75%
45-54	70%
55-64	65%
65-74	60%
75+	55%

01/28/12 04:04 PM

1

→ Late News 11p-12:30A  
Due to WS game 5 on 10/29/12

NET TOTAL COST \$ 3,102.50